

## INTERACTIVE SHOPPING AND SELLING VIA A WIRELESS NETWORK

### ABSTRACT

[0085] A method, system, and computer-readable medium is described for providing users of wireless mobile phones and other wireless devices with the ability to participate in e-commerce transactions, such as by using a message-based mechanism that exchanges information over a wireless telephone network (e.g., SMS messages). The e-commerce transactions can have a variety of types, including traditional and Dutch auctions. Sellers of items may also be provided various functionality, such as the ability to define and execute sales campaigns for their items and to monitor the progress of such sales campaigns. This abstract is provided to comply with rules requiring an abstract, and it is submitted with the intention that it will not be used to interpret or limit the scope or meaning of the claims.